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Christmas Shopping at your Pro Shop

COURT HOUSE COUNTRY CLUB

DICK IAMES
PROFESSIONAL

Fairfax, Virginia
Phone Br 8-9650

X713

THE FINEST IN GOLF EQUIPMENT, APPAREL & ACCESSORIES

It's easy for you to get them exactly what they want for Christmas

The golfers in your family . . . and your golfing friends . . . are certain to be delighted with golf gifts for Christmas.

We hope that in presenting the wide variety of appropriate gifts for golfers in "Christmas Shopping At Your Pro Shop" we have fulfilled our aim to help simplify your shopping.

At your convenience, come into your Pro Shop . . . or telephone us. We will give you our sincere counsel as golf specialists in helping you complete your shopping for *exactly what they want.*

We've had long experience in supplying golfers with precisely what they need and want . . . and at the right price. We are with golfers most of the days of the year. Ours is the pleasant responsibility to make certain they are happy.

Most of the golf equipment and apparel in the Pro Shop is made exclusively for Pro Shop sale. It must be the utmost quality for the price or it would not have the approval of professional golfers.

Convenience, the friendly, understanding service of golf specialists, the absence of parking problems and freedom from rush and crush, will make Christmas Shopping At Your Pro Shop altogether your most enjoyable gift buying.

Recd Nov 1, 1955

To You,
Mr. and Mrs.
Santa Claus:
our thanks. The
friendly helpfulness
you have given us all
this past year has made
ours a happy and prosper-
ous year . . . It is always our
sincere desire to show you our
appreciation by doing everything
we possibly can . . . eagerly and
cheerfully . . . to make sure you and
your family thoroughly enjoy your golf
and your club.

Merry Christmas

Your Pro Staff

Do you know why your

PRO SHOP

must be the best place to buy golf goods?

The pro shops at the nation's golf clubs are operated as an essential service to golfers.

In every well-run club the pro shop must share, with the golf course, the responsibility of contributing to the golfers' enjoyment of the game.

It will amaze many golfers to learn that the professional's salary in the majority of cases is far short of paying the costs of pro department operation. So the professional in his selling of equipment, accessories and apparel, and in his teaching, makes it possible for a club to have excellent professional service with substantial economy to golfers.

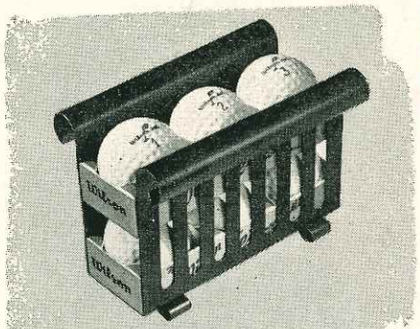
Informed golfers are aware of the fact that patronage of the pro shop is not only a pleasant and proper part of the club member's support of his or her club, but a wise practice in buying.

The nation's golf professionals, in their authoritative and convenient positions, provide golfers with by far the major portion of top value golf goods. This volume—plus the pros' superior knowledge of golf equipment and their close-up information on what is best for the golfers—places your pro shop in command of the golf market for you.

For the highest quality that always is a bargain, or the biggest values in lower priced clubs, balls, bags and other golf goods for beginners and infrequent players, your pro shop *must* be the best place to buy.

PERFECT PRESENT
with a great future

One dozen all-new Wilson Staffs or Wilson Jets in smart Ashtray-Planter!



Half dozen all-new Wilson Staffs or Wilson Jets in stylish Letter Holder!

get either
Wilson
2-in-1 Gift Pack

RIGHT for every golfer on your list!

Now! The new X2F-activated power balls of golf—the Wilson Staff or Wilson Jet—in ultra-modern wrought iron containers! Great gift combinations in attractive Wilson packages . . . at the regular price of the balls alone.

Want some? Get some—at your pro shop today!

Wilson . . . *world's largest manufacturer of sports equipment*

Give the finest, yet pay no more . . . give Wilson

FOR MEN . . .

New Dyna-Powered Irons D2083 A radically new Wilson design runs the shaft of each iron clean through its head! Gives you far greater accuracy . . . plus a magnificent new "Fluid Feel" on *every* shot.
Set of 8—$125.00.

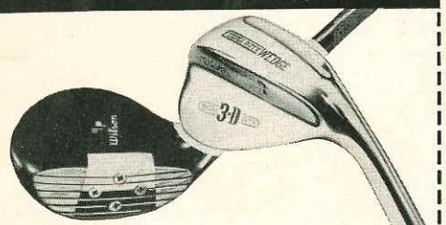
Top Notch Woods D2043 Finished in rich burgundy, these shrink-proof, warp-proof Strata-Bloc heads look as efficient as they are. Rocket shafts. Calfskin grips. Sets of 1-2-3-4 or 1-3-4-5.
Set of 4—$90.00.

FOR WOMEN . . .

Babe Zaharias Top Notch Woods D7043 and Dyna-Powered Irons D7083 Have all the fabulous features of Wilson's men's models in clubs specifically designed for women. Beautifully balanced, matched and registered on the Swingweight principle.
Set of 4 woods—$90.00.
Set of 8 irons—$125.00.

Jet Woods D3643 Have trouble getting the ball up? (Unsure with your long irons?) Here's the answer—a set of woods consisting of a 1—with more loft—3, 4 and 5! Rocket shafts. Jet black Strata-Bloc heads.
Set of 4—$90.00.

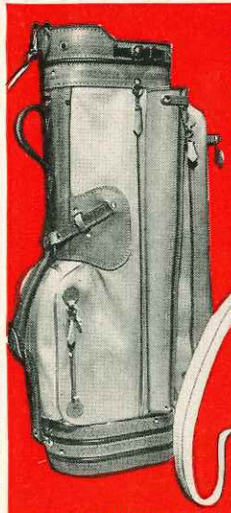
FOR TROUBLE . . .



3-D Wedge D8684 New utility iron for sand, rough or fairway. Wide flange, off-set blade, grooved sole. Each $13.00.

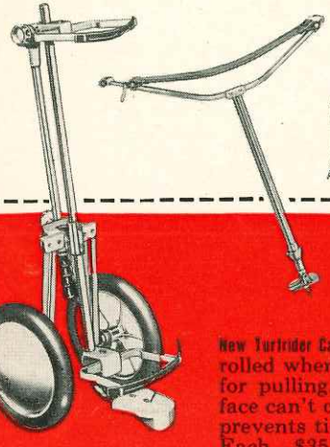
No. 5 Wood D8540 Works magic from tall grass or a bad lie. Strata-Bloc head. Rocket shaft. Ladies' model D8542. Each $21.50.

Rain Jacket D9441 and Pants D9466 Free-For-All styled in rubber-coated nylon. Attachable hood. In red, maize, navy and natural.
Jacket—$14.00.
Pants—$8.00.



The Greenbrier D0261 The last word in luxury. Finest top grain russet leather. New Bag Balancer sling strap, Indestructo reinforced bottom. Nickel hardware. Each—$100.00.

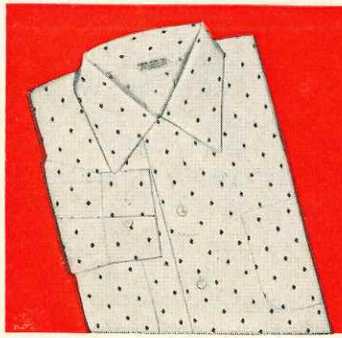
The Tam O'Shanter D0511 Striking blue check pattern, woven heavy duck. 5 leather dividers. Keystone shape with step down top ring.
Each—$52.50



Golf Umbrella D8910 Equally good against rain or a hot sun. Double-ribbed, 32-inch, zelan covered. Attractive check or golf flag design.
Each—$15.00.

New Turfrider Seat Cane D9940 Lightweight aluminum with horsehide leather seat. Automatic locking device for adjusting height. Single handle.
Each—$12.00.

New Turfrider Caddy Cart D9950 Fits any bag. Can be rolled when folded! Patented handle extends for pulling. Semi-pneumatic tires—tire surface can't catch dirt. Lower center of gravity prevents tipping. One-year guarantee.
Each—$35.00.



Free-for-All Golf Shirts Cut from a single, patented pattern, these distinctive all-weather shirts eliminate binding shoulder seams. In llama twill and shetland flannels, new rayon linens and crisp combed cottons. 4 sizes—many colors. All washable.
Priced—$5.00 up.

Wilson . . . *world's largest manufacturer of sports equipment*

NUGGETS

FROM A MILLION GOLF LESSONS

NO TWO GOLFERS are exactly alike. Our problem in teaching is the same as that of every other experienced and successful golf instructor; finding and fitting the best method to the individual pupil.

There are many details of good golf that generally apply, despite the differences in the golfers.

Throughout this helpful guide to Christmas shopping at your pro shop we pass along to you helpful points collected by the golf magazines, Golfing and Golfdom.

These ideas come from professionals, ourselves among them, whose collective experience involves more than a million lessons—and no telling how many hours of pro playing, practice and study.

Naturally, considering the personal character of golf instruction, we cannot say that every one of these ideas applies to every golfer.

But, you will find these comments interesting and helpful and we'll be very glad to discuss any of them with you.

THE GRIP

The correct grip must keep action of both your hands balanced so your right hand won't overpower your left.

* * *

A common fault is to have the grip too much in the palms of the hands. You must bear in mind that the speed of the swing when the club is in the hitting zone is retarded if you have a tight palm grip.

* * *

Usually the first place to look for the source of slices or hooks is in the grip. The right hand too much on top of the shaft is a frequent cause of slices, and having the right hand too much under the shaft accounts for many unwanted hooks.

* * *

To set your hands so they work closely and freely together have your left thumb on the upper rear quarter of the club grip and the butt of your right thumb snugly over your left thumb.

* * *

The overlapping grip, commonly known as the Vardon grip, is best for golfers with hands of common size and strength. But there are numerous instances of men, women and youngsters having small hands and short fingers, requiring the "baseball" grip which has no overlapping or interlocking of fingers.

Your pro shop staff will be glad to determine what grip is most suitable to you.

* * *

In the great majority of cases the hands should be placed on the club so the Vs of the thumbs and forefingers point about to the right ear.

* * *

The right elbow getting too far away from the body in the backswing often is caused by a faulty grip—usually by having the right hand too much on top of the shaft.

* * *

A feeling that you are holding the club firmly (but not frozen) under control with the last two fingers of your left hand and the first two fingers of your right hand will help you to get good hand action.

THE ADDRESS

Stand fairly upright, with your knees slightly bent and completely unlocked, on the longer shots.

* * *

How far you should stand from the line of flight is determined by the lie and length of a club properly fitted to you for the shot.

* * *

Reaching out for the ball with your hands too far from your body makes it practically impossible to get correct shoulder action.

(Continued on page 8)

If he's a golfer...
your Christmas shopping starts here

Pick a gift from this page and *know* your favorite golfer will really have a happy Christmas. In any price range, *Spalding* is the name most golfers like most.

1. Here are golf's finest registered clubs. Spalding SYNCHRO-DYNED® TOP-FLITE® clubs will give him his finest season on *any* course. (See your golf professional.)

2. In their specially wrapped Christmas package, Spalding DOTS® or TOP-FLITE golf balls make the ideal gift. Ask your pro to have them personalized at no extra cost (in dozen lots only). $13.00 the dozen.

3. Head covers for his new woods make the perfect "extra" gift. In leathers, twills, or colorful knitted sets. $2.50 to $9.00.

Why not today?

SPALDING *sets the pace in sports*

nuggets from a million golf lessons

(Continued from page 6)

Be sure that your toes, at address, are pointed so your body can turn freely and your weight be shifted, on the medium and long shots that require body action.

Generally, foot structure is such that having the toes pointed slightly outward permits the desired foot, leg and body action.

* * *

Stand for the medium and long shots with your feet about as far apart as your shoulders so you can get body action and transfer of weight without losing balance.

* * *

The shorter shots are played with the shoulders, arms and wrists. You don't want body action in these shots so you stand with your feet only a few inches apart.

* * *

For the wood and long iron shots your hands are about in a line with the ball.

In addressing the shorter shots with lofted clubs your hands are ahead of the ball and the club shaft is about in line with your left arm. The reason for this is that the lowest part of the arc of the swing of these short pitch or chip shots should be a bit ahead of the ball.

Have your weight evenly distributed from the toes to the heels of your feet and you'll find it easier to stay in balance.

Many golfers find they can keep from swaying their bodies and losing good balance if they turn their chins to the right when addressing the ball and "take aim" on the ball with the left eye.

THE SWING

Most golfers who don't hit the ball well start the swing with their hands instead of with foot action.

* * *

The indicators of good foot action are the knees. In the backswing your left knee should move until it points several inches back of the ball—NOT AT THE BALL! That will help you get the body turn you need. The downswing begins with simultaneous action of your left foot coming firmly to the ground and your right knee moving smartly toward the ball.

* * *

The most common error of average golfers is beginning the downswing with hand action.

A slight pause at the top of the backswing will help the majority of golfers.

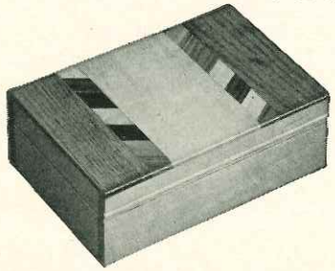
(Continued on page 10)

If a Golf Cart would be *just the thing . . .*

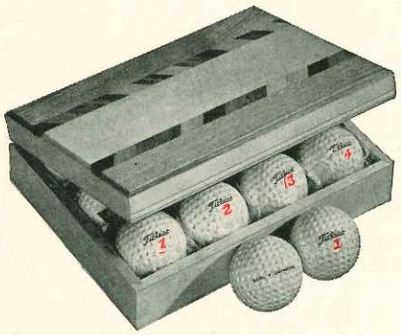
you can make your selection from the latest models. Pictured, left to right: The CON-VOY—with Con-Voy's Cloes seat attachment; The BAG BOY—with its seat attachment and The NADCO professional model.

HEAVY ASH TRAY or **COMPO DISH** of heavy jeweler's bronze and 1 dozen gift wrapped personalized Titleists, ONLY $14.95

3 PERFECT GIFTS for GOLFERS



INLAID HARDWOOD GIFT CASE with ½ dozen Titleists—sorry, NO personalizing of half dozen orders, ONLY $6.50



BEAUTIFUL GIFT CASE of inlaid hardwood with 1 dozen personalized Titleists, ONLY $13.00

Personalized Titleists in Handsome Gift Cases

First Choice for Six Years! — yes, that's right, since 1949 more Titleists have been played by Pros in big time P. G. A. sponsored tournaments than any other ball!

Owner's Name on Each Ball — no charge! Just print the name (no more than 18 letters and spaces) to be stamped on the balls and give it to your Pro. He will do the rest.

Order From Your Pro — and order now! Don't take a chance on late deliveries for Christmas by putting it off. Your Pro will show you samples of these beautiful gifts and will show you how the balls look when marked.

Can you think of a more appropriate present for a golfing husband or wife, friend or business acquaintance? Acushnet Process Sales Co.

NUGGETS . .

(Continued)

During that pause make sure that the last two fingers of your left hand are closely, but not with stiffening tightness, around the club.

Then start your downswing with foot action that gives you the necessary body turn. Doing that will naturally delay your hand action until it occurs spontaneously at the right place and time.

* * *

You'll find it easier to keep your head steady without getting stiff-necked, and to get correct shoulder action, by turning until your left shoulder touches your chin in the backswing, and retaining your head position until your right shoulder touches your chin in the downswing.

* * *

The backswing is definitely a swinging of the club with your back turning clockwise. The downswing is entirely a swing until your hands get about on a level with your hips then it's a swing with your arms and a hit with your hands.

* * *

The **feel,** rather than the mechanical details, is the baffling habit to acquire in getting a good golf swing. Many times the right **feel** of the swing is acquired by pupils who think of the left arm—comfortably extended but not stiffened—as controlling the radius of the swing, and the action of the right arm and right side as being almost identical with the action of throwing a ball underhanded.

SAND SHOTS

You'll get out of the bunker onto the green if you will take an open stance . . . have your left hand a bit more on top of the shaft than usual . . . play the clean lies about even with your left heel . . . keep your left arm fairly straight . . . get wrist action early in your backswing . . . keep your head steady as you hit into the sand behind the ball . . . ***and keep the club going through the sand until you get a good follow-through.***

APPROACH SHOTS

Play the pitch and chip shots with an open stance and your weight mainly on your left foot.

Have your hands, at address, well in front of the ball.

Hit down at these shots and let the loft of the club lift the ball.

Keep your head steady and your body out of these shots. They're played with your shoulders and arms working smoothly.

IN THE ROUGH

A grip that's too tight accounts for most shots that are misplayed in the rough.

In planning your shot out of the rough think of putting the ball in position that will make your next shot easy.

PUTTING

Keep your head perfectly steady in putting. Listen, rather than look, for the putt to drop.

* * *

Most of the consistently good putters putt with very little or no wrist action. They putt from their shoulders.

* * *

There are many variations of stance and grip used by good putters but always with the idea of making it easier for them to keep the face of the putter square to the line of the putt.

* * *

A common experience among experts and average golfers is that when the grip of the putter unconsciously becomes tight putting becomes bad.

* * *

Almost all the short putts that are missed are "babied" instead of being tapped with crisp delicacy.

* * *

You'll miss a putt farther short of a hole or past it than you will miss the sides of the hole. That should remind you to face your putter as accurately as you can, have a method that will keep the putter face square, then concentrate on the slow, low backswing and stroke required to take the ball the right distance.

Something Special

Should you have in mind a golf gift that isn't on hand in your pro shop we will get it for you.

And, you may be sure that it will be the greatest value for whatever you want to spend for the gift.

We know every source of the best in golf equipment and golf apparel. So, if we don't happen to have in our stocks what you want as your gift we'll get it for you. That's another reason for doing your Christmas shopping early at your pro shop.

Time for Christmas shopping at your pro shop

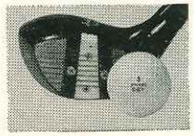
Spalding DOTs and TOP-FLITEs are packed and ready

Your Spalding golf balls are waiting for you right now. And whether you want them for yourself or as a gift, you'll know that you're buying the very best.

Spalding DURA-THIN*-covered DOTs® and rugged TOP-FLITEs® are packed in handsome, rugged plastic boxes—that can be put to dozens of uses in every home. And you can order these famous and popular balls in dozens or half dozens.

More good news: Your professional will be glad to have them personalized for you by imprinting them *at no extra cost.* (Imprinting in dozen lots only.)

Make this a Spalding Christmas and be good to yourself and your golfing friends. Stop in at your pro shop now and get this *easy* shopping done early.



*Trade-mark

SPALDING

SETS THE PACE IN SPORTS

THE GOLFER'S *Gift*

MOST EXCITING GIFT OF THE SEASON!

Give famous MacGregor MT golf balls and unique *Color Magic* "Scotty" ash trays and you give the most exciting golf gift of the holidays. MT's are champions for distance and durability . . . truly the "Golf Ball of Champions". The ash trays are fine transparent tempered glass, *exclusive with MacGregor*. Whether it's a gift to friends, family or business associates, the MT Christmas package will be most appreciated and long remembered by golfers everywhere. Make it a point to see this outstanding MacGregor gift set at any pro shop. We're sure you'll make it your gift to the golfers on your list.

Even the carton (in carbon black and fire red) rings a bell!

Decorative pin stripes on ash trays are red, blue, yellow and white.

12 MT's and 4 Color Magic ash trays . . . . . only $13.95

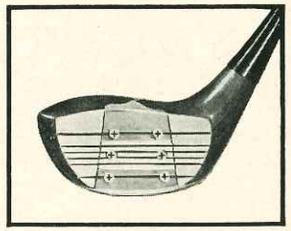
6 MT's and 2 ash trays . . only $ 6.95

If desired, MT's will be personalized with player's name . . . without charge (in quantities of 12 MT golf balls or more.)

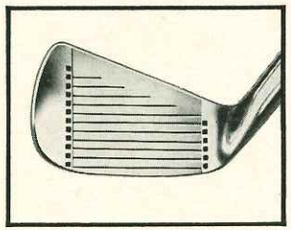
MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.

THE GREATEST *Gift* IN GOLF!

MacGregor woods and irons . . . for man, woman or youth



New Super Eye-O-Matics for 1956! Newest and easiest-playing woods ever made. New big dimensions for better accuracy and more distance. Convexed for more power. Size and contour of face minimize hook or slice spin and promote straighter flight.



New Colokrom irons (MT, Tommy Armour and Louise Suggs models) are the finest looking, finest balanced, finest playing in golf's history. The growing demand for these two-tone beauties makes them *the world's most wanted golf clubs.*

MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.

no **SECRET** *about what would help most golfers*

At one of our PGA meetings last summer professionals talked about what good and simple golf habits would be most helpful to the majority of players at our clubs.

First—was the habit of the grip that will enable you to control the club without tightness that deadens your swing.

Second—was the habit of addressing the ball with the ball in correct position relative to your feet and your club set so your aim is accurate and your body and arm action will be free.

Third—was getting you into the habit of foot-and-leg action that will make it easy for you to turn your body while retaining steady balance.

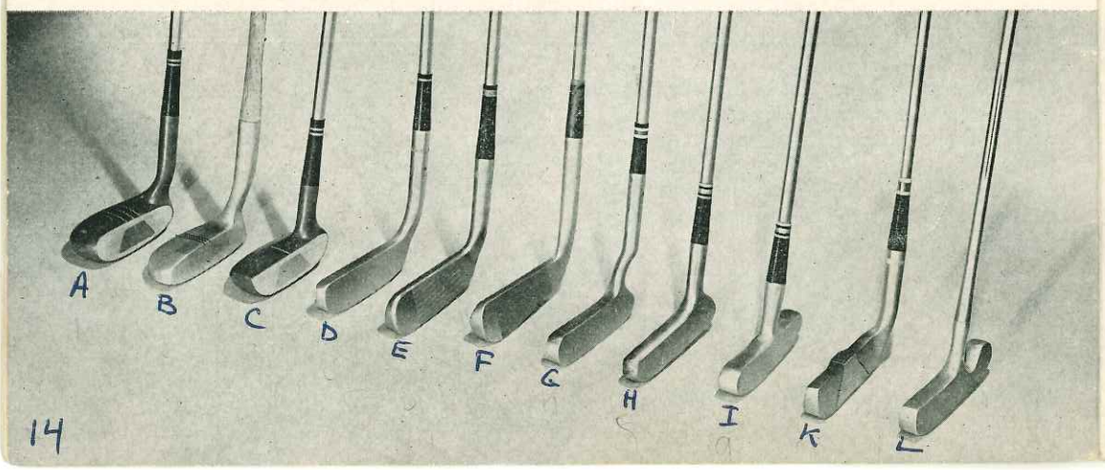
Fourth—was the habit of starting your downswing by a transfer of your weight to your left side so your hand action will be delayed until it will be most effective in the hitting zone.

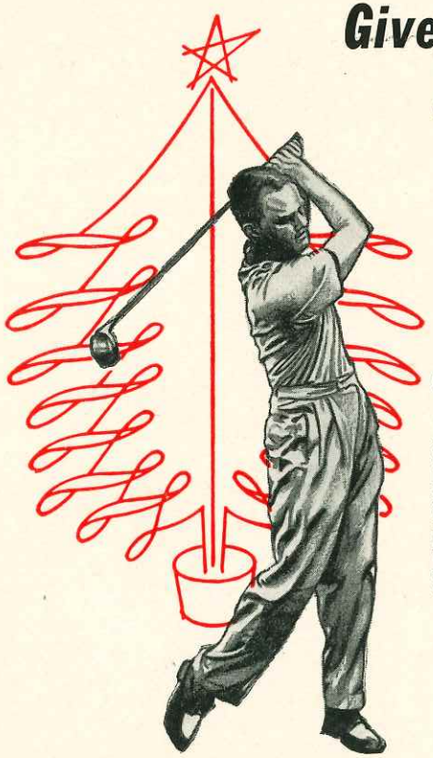
None of us have any secrets about the ways in which these four habits can be formed and improve the scoring of about 90 per cent of golfers.

When you're in your pro shop we'll be very glad to check up on your grip and address and show you about those other two good habits of good golf.

If it's a PUTTER you have in mind . . .

chances are you'll find exactly the one you're looking for in the wide variety awaiting your visit to the pro shop . . . metal, wood and plastic heads—blade and mallet—straight and goose-neck—heel and center shafted—light, medium and heavy—round, pistol, square and molded grips. Come in and see them.





Give the golfer a gift he'll appreciate and USE!

PRO Grip AMERICA'S FINEST

GIFTS FOR CHRISTMAS

CONTOUR HEAD COVERS ARE BUILT TO THE SHAPE OF THE CLUB

No. 44-C PRO-GRIP head covers fit woods exactly — look better longer. For the price, these are definitely the finest head covers made. Made 100% from fine imported Capeskin and lined with heavy flannel. Available in red, green, blue, cream, black and pink.

"WAR-MUP" KEEPS THE SWING IN TRIM ALL WINTER LONG

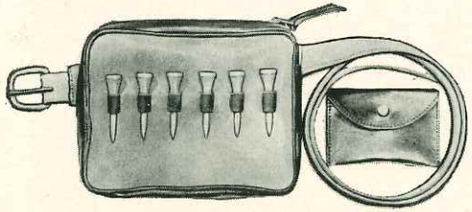
No. W-44-C "War-Mup" Head Cover makes an unusual and distinctive Christmas gift — a grooved swing to start out with in the Spring! Leading playing pros use and recommend "War-Mup". A snap of the strap around any wood makes it a weighted training club — to strengthen the wrist and develop hand action, pivot and follow-through. Weights are removable to suit individual needs. Available in matched sets or individually.

No. 55 PRO-GRIP Head Covers are for the golfer who is used to getting the very best! These are truly outstanding head covers — genuine cream-color cowhide, rich heavy weight, yet soft and pliable. Trimmed in colorful red, green, blue or black.

ASK YOUR PRO ABOUT EMBOSSING PLAYER'S NAME OR CLUB NAME IN 24 CARAT GOLD.

EVERYONE WILL WANT THIS LIGHTWEIGHT *Balanced* GOLF BAG

The ideal gift for the golfer who objects to excess weight for himself or his caddy . . . an extra bag during the school season when no caddies are available. Perfect for beginners and juniors. Exclusive balanced feature makes it easy to carry — clubs cannot fall out . . . stay in most comfortable carrying position. Roomy — holds 15 clubs. Made of heavy duty green canvas with beautiful natural russet trim. WORLD'S LARGEST-SELLING LIGHTWEIGHT GOLF BAG!



No. 18 CALFSKIN POUCH holds cigarettes, lighter, tees, score card, etc. Matching coin purse included. Available with or without leather-lined calfskin belt. Natural color with red, green or brown trim.

16 **the best to give . . . the best to receive . . .**

HILL'S PRO Grip

Greatest gift for golfers!

One dozen

WORTHINGTON SWEET SHOTS

personalized and gift-boxed

Here's a Christmas gift that will rate high with any golfer—and with you! Give a dozen super-charged *Sweet Shots* . . . ready to put under the tree in this smart, gold and black leatherette gift case . . . and each ball *personalized* (the way you want your gifts to be).

Place your orders with your Pro now . . . that way you'll have all the gifts for the golfers on your list taken care of long before Christmas!

PERSONALIZED FREE

in lots of one dozen only. Name or initials, up to 15 letters and spaces. Orders for personalizing will be taken until December 10th.

SOLD EXCLUSIVELY THROUGH YOUR PRO SHOP

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

THE WORTHINGTON BALL COMPANY

HIGHLIGHTS OF 1955 GOLF

JANUARY

Gene Littler won the year's first Open tournament, Los Angeles Open; his first Open win since he turned pro 12 months before . . . Littler scored 276.

* * *

Babe Zaharias won the Tampa Open, first women's Open of the year, with 298; one stroke less than Louise Suggs.

* * *

Isaac B. Granger re-elected President, United States Golf Ass'n.

Wm. Campbell named captain of Walker Cup team by USGA. Team selected: Harvie Ward, Jr., Billy Joe Patton, Joe Conrad, Don Cherry, James G. Jackson, Bruce Cudd, Dale Morey and Richard Yost. Alternates: Rex Baxter, Jr., Hillman Robbins, Jr., and Edward Meister.

* * *

Mortie Dutra, 55, won the PGA Senior's Championship with 213.

* * *

President Eisenhower awarded Golf Writers' Assn. Richardson memorial trophy as 1954 "Man of the Year" in golf.

FEBRUARY

Mike Souchak won the Texas Open at Brackenridge Park Course, San Antonio, setting new PGA tournament record of 257. Previous record of 259 was shared by Byron Nelson, Ben Hogan and Chandler Harper . . . Souchak with his first round 33-27—60 set PGA record of 27 for nine holes . . . He had 27 putts for the record 18 hole round.

* * *

MARCH

Edward Randall, Rochester, N. Y., won American Seniors Golf Assn. championship at St. Augustine, Fla., with 1 up victory over Judd L. Brumley, Greenville, Tenn., in 18 hole final match.

APRIL

Cary Middlecoff won the 19th Masters' tournament with 279, seven strokes ahead of Ben Hogan who was second.

* * *

Betty Jameson won the Babe Zaharias Open at Beaumont, Tex., with 210, starting with a 65 which Patty Berg said was "greatest round of women's competitive golf." Patty had a 64 in a tournament at Richmond, Calif., several years ago. Miss Jameson's 31-34—65 included 23 putts.

MAY

Mrs. Scott L. Probasco, Jr., won Women's Southern, defeating Mary Patton Janssen, 5 and 4 in the final.

* * *

Gene Littler won $10,000 first prize at Las Vegas Tournament of Champions with 280, 13 strokes ahead of Bob Toski, Jerry Barber and Pete Cooper who tied for second.

* * *

Chandler Harper won Colonial Open at Fort Worth by eight strokes with his 276.

* * *

Western Golf Association officially opened its new headquarters building at Golf, Ill.

* * *

U. S. Walker Cup team defeated British 10-2 at St. Andrews, Scotland . . . It was the 14th U. S. victory in 15 Walker Cup competitions.

(Continued on page 20)

SHOWN—
Model 600-V in vinyl impregnated hose duck—matching carryall and shag bag.

HIGHLIGHTS • *Continued*

JUNE

Ed Furgol, defending U. S. Open champion, shot 72 at Olympic Country Club, San Francisco, and Patty Berg, replacing ailing Babe Zaharias, shot 76 over the same course, against the 176,000 entered in National Golf Day.

* * *

Joe Conrad of San Antonio, Tex. won the British Amateur at St. Annes, defeating England's Alan Slater, 3 and 2.

* * *

Jimmy Jackson won Trans Mississippi, 2 and 1, in 36-hole final from Rex Baxter.

* * *

John Roberts won U. S. Seniors with 78 against Roy Moore's 79 in play-off after **they'd tied at 148** at Apawamis.

* * *

Charles Harrison defeated Billy Joe Patton on 37th hole for Southern Amateur championship.

* * *

Ed Furgol won Hopkins International championship at Columbia Country Club, Washington, D. C., in sudden-death play-off with Flory Van Donck of Belgium and Peter Thomson of Australia.

Ed Furgol and Chick Harbert, representing U. S., won Canada Cup international team matches, over teams of 25 nations.

* * *

Jacqueline Yates, Hawaiian-born freshman at University of Redlands, Calif., won the women's National Intercollegiate, with 5 and 4 margin over Berridge Long, freshman at Sophie Newcomb college, New Orleans.

* * *

Jack Fleck, pro at Davenport, Ia., municipal course, won National Open after play-off with Ben Hogan . . . . Fleck's rounds were 76, 69, 75, 67, 69 . . . . Hogan's rounds were 72-73-72-70-72 . . . Par of the Lakeside course of the Olympic Country Club at San Francisco was 70 . . . . Yardage was 6,700.

* * *

Louisiana State university won National Collegiate team championship with 574 for 36 holes.

* * *

Joe Campbell of Purdue defeated Johnny Garrett of Rice, 3 and 2 to win National Collegiate title at Knoxville, Tenn.

* * *

Patty Berg won her fifth Women's Western Open championship with 292 . . . tied for second at 294 were Louise Suggs and Fay Crocker.

(Continued on page 30)

GIVE THE WORLD'S FINEST GOLF CART

Bag Boy®

— pulls easier
— looks better
— lasts longer

$29.95 and up

New Bag Boy
GOLF SEAT

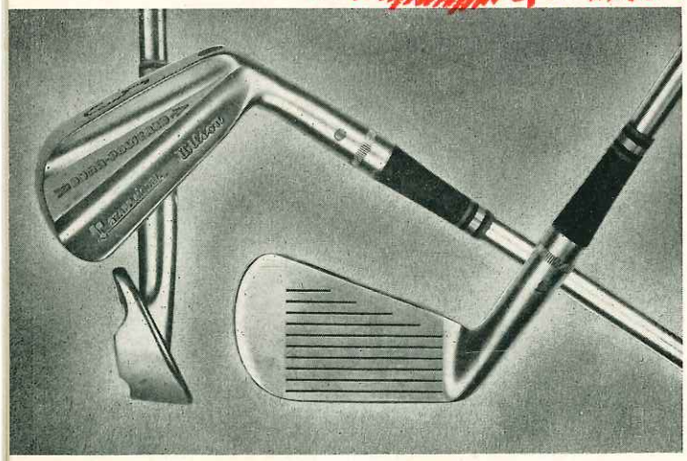
$11.95

Fits all Bag Boys, and many other carts, or can be used separately as spectator seat.

See Them at Your Pro Shop

1956 IRONS

NEWEST OF THE WORLD'S FINEST
Sold only by Professionals



Wilson

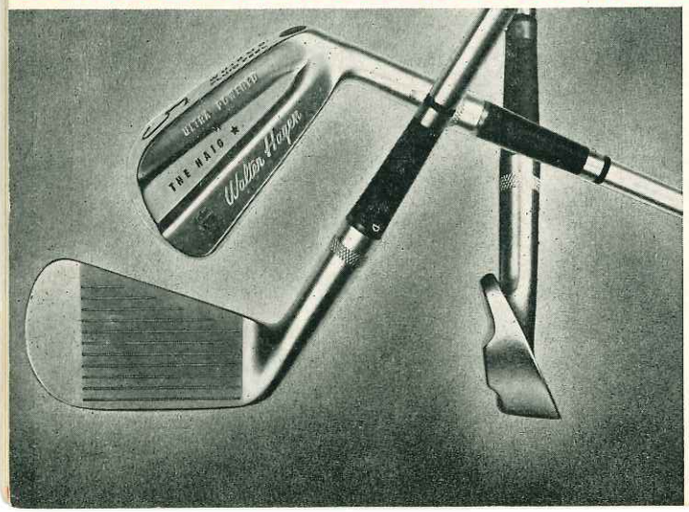
DYNA-POWERED MODEL FOR MEN • BABE ZAHARIAS DYNA-POWERED MODEL FOR WOMEN

Sets of 8 or 9 irons. 9 club set includes pitching wedge. Choice of shaft flexibility and grips.

MacGregor

COLOKROM IN MT and ARMOUR MODELS FOR MEN • SUGGS MODEL FOR WOMEN

Sets of 8 or 9 irons. 9 club set has sand iron. Choice of shaft flexibility and grips.



Walter Hagen

THE HAIG ULTRA POWERED MODEL FOR MEN • AMERICAN LADY—FOR WOMEN

Sets of 8 or 9 irons for men with wedge in 9 club set. Sets of 8, 6 or 5 for women. Choice of shafts and grips.

—and the newest **WOOD**

Spalding

SYNCHRO-DYNED TOP-FLITE IRONS IN MODELS FOR BOTH MEN AND WOMEN

In sets of 8 or 9. 9 iron set includes one of several pitching irons. Grip is Spalding Proform. Choice of shaft flexibility.

Hillerich & Bradsby

POWER-BILT MODELS FOR MEN AND WOMEN

In sets of 8 or 9. 9 iron set offers either sand wedge or putter. Choice of shaft flexibility and grips.

Golfcraft

GLASSHAFT LLOYD MANGRUM • MICRO-BALANCED . . . MEN'S AND WOMEN'S MODELS

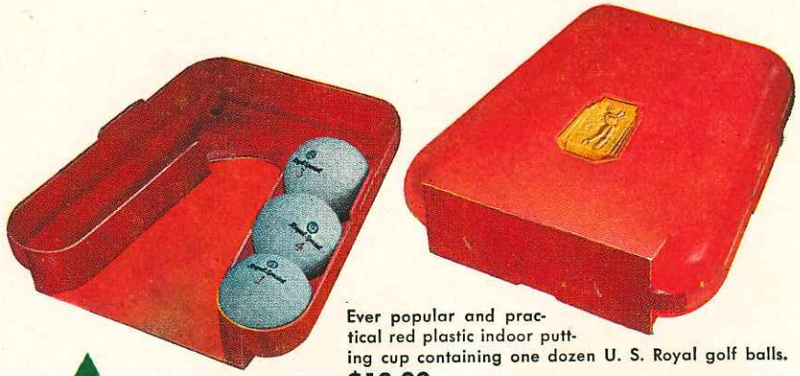
Sets of 8 or 9. 9 iron set includes sand iron. Choice of medium or stiff shaft and choice of grips.

of the finest **CLUBS**

A golfer's Christmas dream come true!

These finest of golf balls in smart, utility packages make the perfect Christmas gift.

Striking Chinese Red plastic utility case. Hinged cover. Half dozen U. S. Royal golf balls.
$6.50



Ever popular and practical red plastic indoor putting cup containing one dozen U. S. Royal golf balls.
$13.00

AND FOR THE LADIES . . .
U. S. QUEEN ROYAL

Six U. S. Queen Royal golf balls in a stunning utility case of clear plastic, speckled with gold. A welcome addition to any dressing table or traveling bag.
$6.50

Rich looking Ebony Black and Gold plastic utility case. One dozen U. S. Royal golf balls.
$13.00

MAKE YOUR HOLIDAY GIFT SHOPPING EASY . . . DO IT AT YOUR PRO SHOP

All U. S. Royal golf balls can be personalized on orders placed no later than November 7th. Minimum order 1 dozen per name.

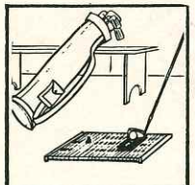
U. S. ROYAL GOLF BALLS

Sold Only Through Golf Professionals' Shops

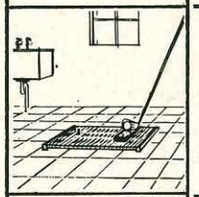
UNITED STATES RUBBER COMPANY

US RUBBER

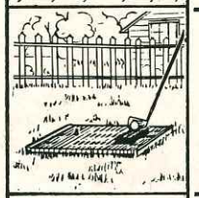
give the gift of better golf....
makes practice fun...anywhere!



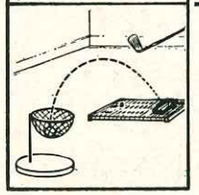
Use every club in the bag. Practice all shots from the chip to the drive.



Use it indoors . . . in basement or garage, the whole year 'round.



Use it outdoors . . . eliminate accidental divots in the lawn.



Use it at parties . . . make up a game everyone will enjoy.

give Flexi-Mat's

CHIP-N-DRIVE

home practice golf tee mat

Miniature driving range tee mat with tough tampico brush insert for iron club practice . . . built-in rubber tee for woods. Heavy duty construction same as used in golf driving ranges. Helps keep in shape all year 'round.

Makes practice possible all year 'round . . . supplements course and range practice. Truly the gift of better golf.

- **nylon cord rubber construction**
- **tampico brush mat for irons**
- **rubber tee for wood clubs**
- **spring steel wire binding**

Complete set includes tee mat, two sponge rubber practice golf balls, chipping target net and "GolfTips" practice instruction book.

The Perfect Golfing Gift $11.95

Spalding
Dots and Top-Flites

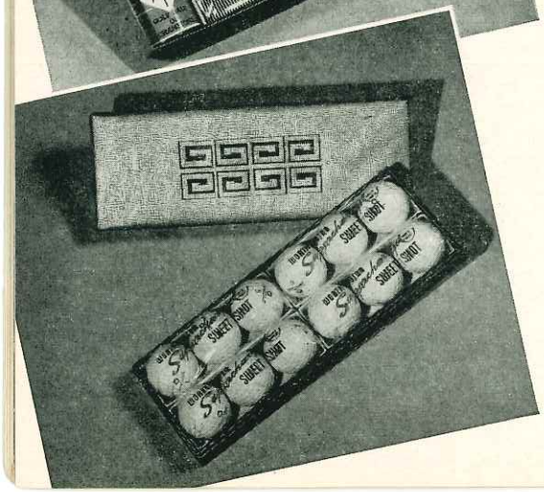
Dozens and half-dozens in Christmas packages. Container is transparent plastic hinged box for many uses. Outer wrap is imprinted with crystals and red ribbon. Dozen lots imprinted at no extra cost.

Acushnet
Titleists

Dozens are Christmas packed in either bronze ash tray or compo dish, or inlaid hardwood case; half-dozens in inlaid hardwood, many-use case. Dozen lots imprinted at no extra cost.

MacGregor
MacGregor MT's.

Dozens and half-dozens in Christmas boxes have four, and two, ash trays of transparent tempered glass, each with "Scottie" head and color striped apron. Dozens imprinted at no extra cost.

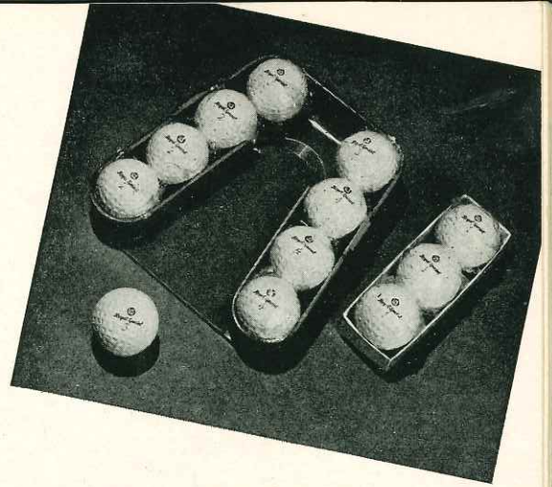


Worthington
Sweet Shots

Dozens are Christmas packed in a row of twos. The gift case is of gold and black embossed leatherette — an attractive case for many uses. Dozen lots personalized at no extra cost.

U. S. Rubber
U. S. Royals

Dozens Christmas packed in plastic indoor putting cup or in ebony black and gold plastic utility case. Half-dozens in Chinese red plastic utility case. U. S. QUEEN ROYALS, for the ladies, in utility case of gold speckled clear plastic. Dozen lots imprinted at no extra cost.



GOLF BALLS . . .
an always welcome gift

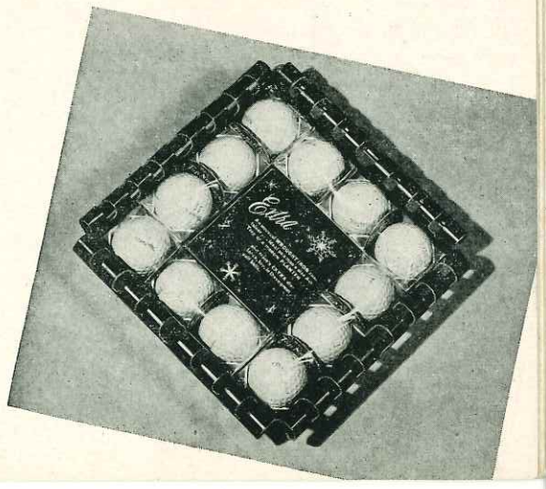
The finest golf balls made are sold by golf professionals exclusively. In their handsome and useful Christmas packages the game's most famous brands await your selection in your pro shop . . . in dozen and half-dozen packages . . . and we'll gladly have them personalized (in dozen lots only) by imprinting the names of the happy receivers on the covers, at no extra cost.

ORDERS SHOULD BE PLACED EARLY

Imprinting the covers of golf balls is a precision operation which we have done at the golf ball factories. It takes time. So, please place orders for personalized golf balls—early.

Wilson
Staffs and Jets

Dozens of either Staffs or Jets are Christmas packed in wrought iron ash trays; half-dozens are packed in attractive letter holders. Dozen lots will be imprinted at no extra cost.



HIGHLIGHTS

(Continued from page 20)

Egon F. Quittner of Philadelphia won the Western Seniors with 148 at Scioto Country Club, Columbus, O.

* * *

Cary Middlecoff won Western Open at Portland (Ore.) Golf Club with 16-under-par—272.

* * *

Fay Crocker won USGA Women's Open with 299—11 over par . . . . Second were Louise Suggs and Mary Lena Faulk with 303.

JULY

Peter Thomson repeated as British Open champion . . . . He won at St. Andrews with 281, lowest Open winning score on the Old course . . . . Previous record was 285 Bobby Jones scored in winning 1927 British Open . . . . Ed Furgol at 292 and tied for 19th was leading American in the field.

* * *

Byron Nelson won French Open with 271 at La Boulie course near Versailles.

* * *

Sam Kocsis defeated Lewis Bean, 2 up, in 36 hole final for USGA Public Links title.

Beverly Hanson defeated Louise Suggs, 4 and 3, in 36-hole final for Ladies PGA championship.

* * *

Jack Harrison, 43-year-old leg amputee, won National Amputee title, 75-74—149.

* * *

Doug Ford won PGA medalist honor with 135, then won PGA championship with 4 and 3 victory over Cary Middlecoff.

* * *

Eddie Merrins won Western Amateur championship on 37th hole, from Hillman Robbins, jr.

* * *

Patricia Lesser defeated Carol Diringer, 7 and 6, in 36 hole final of Women's Western Amateur championship.

AUGUST

William Dunn, 17, won USGA Junior Amateur championship, 3 and 3, from William Seanor, also 17, in the 18 hole finals at Purdue university's south course.

* * *

Doug Ford won pro division of Tam o'Shanter All-American with 11-under par 277 . . . Patty Berg won women pros' division with 302 . . . . Doug Sanders won men's amateur with 286 and Wiffie Smith the women's amateur with 312.

(Continued on page 38)

"Properly fitted clubs are the only part of improved golf that anyone can buy"

Tommy Armour, famed player and teacher, made that observation in his best-selling book.

Armour also pointed out "No other game is as exacting as golf in that so many specifications must be met to make a precision fit of implement and player."

In our own teaching we've seen many, many times that a pupil's greatest improvement from instruction involves the use of properly fitted clubs.

At almost every club in the nation the club championships are won by men or women playing clubs fitted by their professionals.

Many golfers don't realize how much help they can get from clubs properly fitted to the individual's game.

When you buy clubs at your pro shop we, who have made a deep study of club fitting, consider among other factors, these:

Your physique; Your type of swing; Club weight and swing-weight; Length and type of shaft; Loft, lie and design of club-head; Grip; Square, hook, or slice facing.

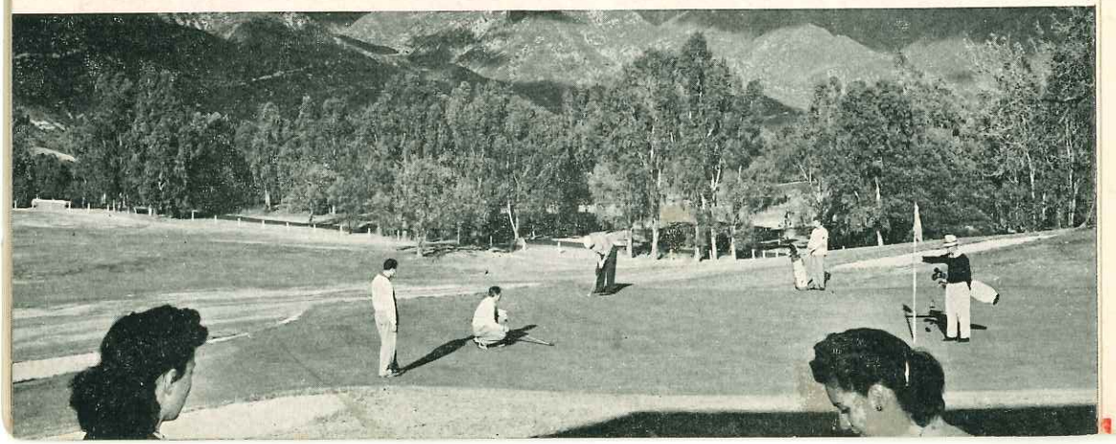
Most requirements we can meet from our carefully selected pro shop stock.

In some cases we will want to order special clubs from manufacturers, and making special clubs and shipping them requires time.

So, when you are making that most welcome gift, a set of clubs, be sure and order early and you'll make certain that whoever is to get those clubs will have clubs perfectly fitted.

This expert professional fitting of golf clubs is a pro shop service worth a big premium on the purchase price of the clubs . . .

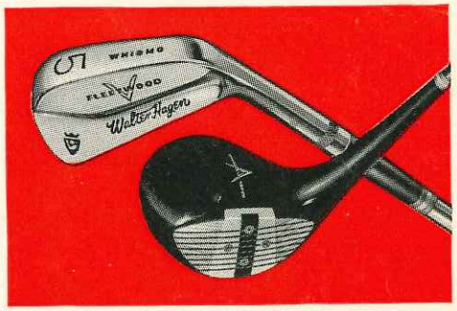
But—this essential of perfectly fitted clubs doesn't cost a penny more at your pro shop!



Ultra-golf equipment by Walter Hagen

Haig Ultra Woods Beautifully balanced sets in 1-2-3-4 or 1-3-4-5 (Strata-Bloc heads D1046, Persimmon D1246). Rocket shafts. Individually registered. Either set —$90.00.

Ultra-Powered Irons D1096 New! The shaft runs *through* the head! Creates a gorgeous new "feel" as unique as the design . . . makes the most accurate iron in golf. Set of 8—$125.00.

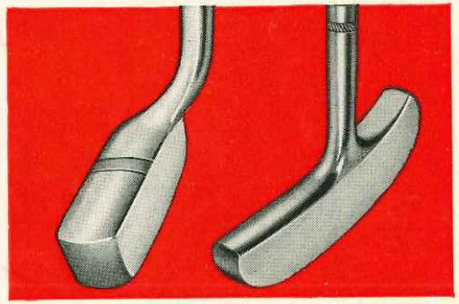


Fleetwood Woods D1446 Midnight blue split-proof Strata-Bloc heads. Virtually unaffected by moisture . . . always "feel" the same. New Meteor shafts. 4-unit set—$68.00.

Fleetwood Irons D1486 Precision instruments. Deliver plus power at a popular price. Sand-blasted faces with straight line scoring provide positive shot control. Set of 8—$88.00.

American Lady Woods D7646 Compact mahogany heads, Strata-Bloc constructed for years of use. Century shafts lead into handsome red calfskin grips. Set of 1-3-4-5—$54.00.

American Lady Irons D7686 Specifically designed for women. Scientific Hagen head design and new Century shaft provide more impact-power, far greater accuracy. Set of 8—$64.00.



Sir Walter Putter D8847 Strictly "professional". Two-tone brass and chrome head. Goose-neck design, Polo grip, Rocket shaft. $13.00.

Signature Putter D8846 Brass-headed, with a "pick your-angle" Rocker bottom. Centered shaft is a True Temper Rocket. Pistol grip. $13.00.

WALTER HAGEN, Division of Wilson Sporting Goods Co.

The Winning Team in Christmas Shopping

YOU KNOW WHAT YOU WANT TO SPEND FOR EACH GIFT; WE KNOW WHAT WILL MOST PLEASE EACH GOLFER.

In your pro shop stock there are golf Christmas gifts from $1 up. Regardless of the price, everything has been selected as the best value from among the products of the foremost makers of golf supplies and sports apparel.

We know exactly what every golfer needs . . . and what perfectly suits each golfer's game.

When Pop wants to buy for His Lady and when she wants to buy for Pop and the youngsters, our experienced advice will assure buying exactly the right golfing gift.

Use the expert shopping service of your pro shop in doing your most satisfying Christmas shopping.

"Traveling First Class"

Hotze Golf Luggage

HENRY HOTZE & SONS • KOUNTRY KLUB SPORTSWEAR

go on, Spoil Him- give the Very Best

Con-Voy GOLF CART

Standard Con-voy.... **$29.95**

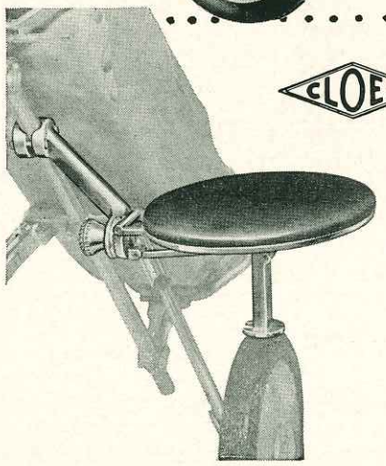
Deluxe Con-voy with stroke counte **$34.50**

Your favorite golfer deserves the finest—the handsome, rugged, rust-proof Con-voy...easiest pulling of all golf carts. Pro-designed, the Con-voy is precision built to last longer, roll easier on die-cast aluminum wheels. It stores upright in a square foot and rolls when wheels are folded.

... and CON-VOY'S

CLOES

SEAT MASTER



Perfect gift for any golfer who owns a cart... America's most popular and comfortable cart seat. It's the only seat that's always ready for use, never in the way. Big, padded seat makes waiting a pleasure. Fits Con-voy and most other leading carts..... **$14.95**

PRODUCT ENGINEERING CO.

Sports Fashions

originate at the country clubs

The smartest of sports fashions appear first at the exclusive private clubs and a few of the select resort courses.

The professional golfers' shops at these places are where the new sports fashions are first seen and approved by the acceptance of men and women whose endorsement sets the sports styles—or ruled out as unpleasing to the unerring educated taste in sports attire.

Because the pro shops have such a powerful, strategic position in originating and establishing golf apparel fashions they get the best in sportswear first—and often exclusively.

And this they offer to you for personal use or as Christmas gifts at prices generally lower than you'd expect to pay for the most desirable items of sportswear.

The pro shop has, among its sportswear, many items bought for—and by—golfer's youngsters of prep school and college ages.

Apparel and Accessories

SPORTS SHIRTS • SLACKS • BERMUDA SHORTS • GOLF SHOES • SHAFTED SHOE HORN • JACKETS • SWEATERS SOCKS • CAPS • HEAD COVERS • GOLF GLOVES UMBRELLAS • SPORTS SEATS • CARRY-ALLS • RAIN APPAREL • BELTS • LUGGAGE • SHAG BAG

HIGHLIGHTS • *(Continued from page 30)*

U. S. eight-man pro team defeated team of foreign pros, 8½ to 3½ for George S. May International Cup.

* * *

Julius Boros won $50,000 World Championship first prize with 281 . . . Patty Berg won World's Women's and $5000 with 298 . . . Doug Sanders won in men's amateur division with 284 (which would have got him $3,500 in the pro division) and Wiffie Smith led in the women's amateur division with 309.

* * *

Jim Metrovich won National Left Handed championship with 293. Gerald McFerren defeated Bernard Magnussen for Western Junior title.

* * *

Jo Anne Gunderson won Women's Western junior title from defending champion Anne Quast, on 21st hole.

* * *

Carole Joe Kabler, Sutherlin, Ore., defeated Joanne Gunderson, Seattle, Wash., 4 and 3, at Florence (S. C.) Country Club for USGA girls' junior title.

* * *

Phil Rodgers of San Diego, Calif., shot a Jaycee tournament record of 287 at Columbus, (Ga.) Country Club to win U.S. Junior Chamber of Commerce junior championship.

* * *

Billy Seanor, Bakersfield, Calif., won Hearst National Junior championship at Riviera Country Club, Los Angeles, after tying with Don Bies of Seattle, at 296, and getting a birdie on the 500 yd. first hole in a sudden death play-off.

* * *

Patricia Ann Lesser defeated Jane Nelson 7 and 6 in 36-hole finals at Meyers Park Country Club, Charlotte, N. C., for USGA Women's National Amateur title.

Gifts for Women Golfers

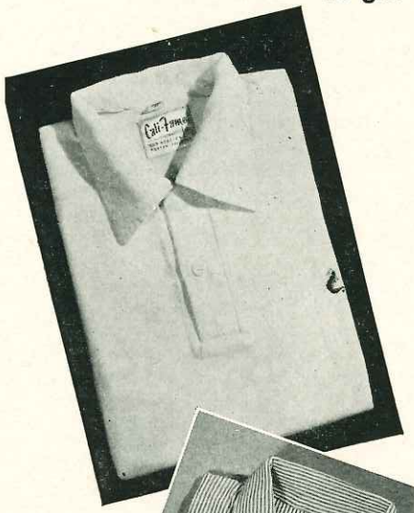
You'll find your pro shop a truly satisfying place to leisurely gift-shop for women' golfers.

At the left are but a few of the smart and practical items available in top quality women's apparel and accessories. A complete list of suggested gift items for men, women and juniors, arranged according to prices, appears on page 44.

Cali-Fame

CALI-FAME
LOS ANGELES

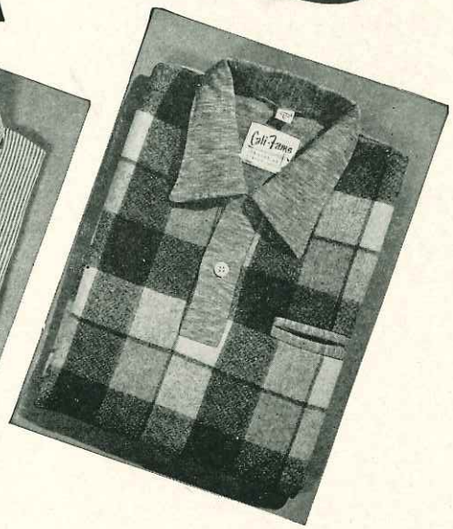
Sportswear by Cali-Fame of Los Angeles . . . the utmost in style, comfort and value . . . . especially designed for the golfer. A gift that will be appreciated for its impeccable good taste!



Left: Beautifully tailored of "Thalspun", 80% orlon —20% wool. Completely washable. In Tan-Heather, Grey-Heather, Red-Heather, White, Navy, Maize and Light Blue. Four sizes . . . small to extra large, **$11.25.** Also available with short sleeves, **$9.95.**

Right: New emblem wool cap in combinations of tan and brown, white and kelly, grey and navy. Four sizes, small to extra large, **$3.25.**

Soft as cashmere in nylon and acetate and fully hand washable. Pencil-thin white stripes on blue, grey or tan background. Sizes small, medium, large and extra large, **$10.50.** Also with short sleeves, **$8.50.**



Colorful plaid in 85% wool—15% nylon. Collar, placket, sleeves and back 80% orlon—20% wool. Contrasting colors of tan, red, grey and navy. Hand washable. Sizes small to extra large, **$12.50.**

A WIDE VARIETY OF CALI-FAME SPORTSWEAR TO SELECT FROM IN YOUR PRO SHOP.

FOR A TRULY PERSONAL GIFT

SQUIRE SLACKS

Par Golfer
by DI FINI

The PAR GOLFER model, with adjustable half belt, in 8 shades of fine wool and Dacron flannel—about $19; and 19 pastel shades of Dacron-Linair—about $13. Features rubberized waistband to keep shirt in and slacks up. Beautifully tailored with long, regular or short rise for perfect fit. English flannel—$25, and Forstman Doeskin slacks—$32.50 available in the Squire dress model.

Practice That Pays

WHY NOT give yourself the happy golfing New Year gift of systematic practice?

When you drop around to your pro shop we will be glad to set up a practice plan to meet your individual needs.

Then you can improve your golf at home and get entertainment and good physical conditioning exercise.

Have a method for practice so you have definite objectives and assurance that you are developing good golf habits.

* * *

The heavy exercise clubs and weighted wood head-covers are very effective in teaching the feel of the swing.

Take a few swings with them the next time you are in your pro shop and let us point out what special benefit practice with these devices can give you.

* * *

When you are practicing putting indoors it's a good idea to have a thread on your rug or putting carpet that will help you stroke your putter with its face square to the line of the putt.

* * *

One very valuable golfing habit you can acquire by winter practice is that of placing your feet with uniform correctness in relation to the ball and the desired direction of the shot.

We've noticed that most golfers who score 85 or above often make it impossible to get the shot they want, even before they begin to swing. This usually is the result of not having the habit of playing each type of shot with the ball properly placed with reference to the stance.

Let us help you get set right on this essential when you come around to your pro shop to do Christmas shopping.

(Continued on page 42)

Your Pro Shop has weighted practice clubs and heavy head covers that help develop swing rhythm and power.

number one gift in golf

Foot-Joy® *The Shoe That's Different*
BY FIELD AND FLINT CO.
for street and golf

Style 8035—GOLF
Lightweight black wingtip saddle blucher oxford. $30.95

Style 8038—GOLF
Lightweight two-tone brown and tan wingtip saddle blucher oxford.
Style 8039—red and blue. $30.95

Style 7084—STREET
Genuine brown alligator pump.
Style 7083- In Black. $45.

Style 6018—STREET
Brown grain calf.
Style 6014—
Natural grain calf.
Style 6015—
Black grain calf. $25.95

DOUG FORD
P.G.A. Champion

JACK FLECK
Nat'l Open Champion

CARY MIDDLECOFF
Master's Open Champion

This Christmas, give the gift every golfer wants most . . . FOOT-JOY Shoes! Choice of Champions—FOOT-JOY's are expertly crafted of quality leathers, constructed with our exclusive Straightline balance, and are a pleasure every step of the way. For the gift your favorite golfer will never forget—get FOOT-JOY Shoes at your Pro Shop now. Or, if you're not sure of the size—get a FOOT-JOY Gift Certificate.

MANUFACTURED BY FIELD AND FLINT CO.

To cut down your waist line and give strength and tone to the abdominal muscles, and get the habit of pivoting correctly, do this exercise a few minutes each day:

Stand as though you are addressing a golf ball, easily upright, knees a wee bit bent, head down, and with your arms close to your sides and elbows bent so the shaft of a golf club is held against your back by your bent elbows.

Put your hands against your stomach.

Have the feeling of your shoulders being loose.

Then make your pivot by turning your left knee so it points to the right of where the ball would be if you were playing golf, and reverse your body turn by the brisk action of pointing your right knee toward a spot ahead of the ball.

This will get you into the habit of correctly turning your body and shifting weight in your body turn, instead of swaying to the right and left.

It will help you to learn proper foot action and how to maintain sound balance and steady head position.

If you don't understand this exercise, we'll show it to you in the pro shop. It's one that a lot of pros take for eliminating the belt bulge—that is, when their wives insist.

Golf Etiquette Means Safety

ABOUT the best way for you to teach golfers the etiquette of golf is to remind them that in most cases where courts have found golfers guilty of responsibility for injuries these golfers failed to observe the primary requirements of golf etiquette.

* * *

Before you take a practice swing always look around you.

There may be some other player or caddy near you and unmindful of the fact that you are going to swing the club.

More injuries result from practice swings than from wild shots.

* * *

Always shout "fore" before you address a ball when anyone is possibly within the range of a wild shot.

Get in the habit of refusing to shoot when the caddies are too near a side of a fairway ahead of you and liable to be heedless of a stray shot.

* * *

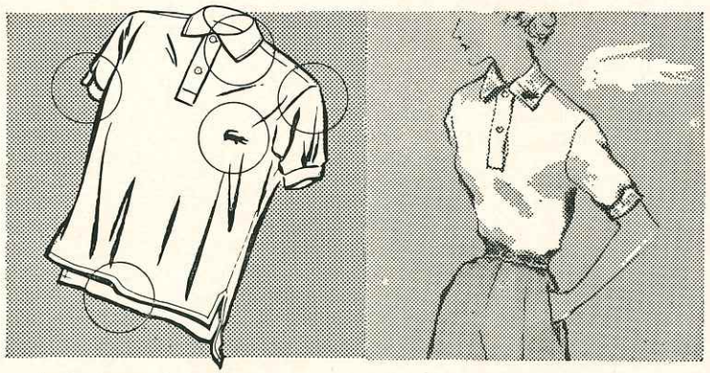
Stay at least even with other players or, preferably, behind them. You never can tell when a shanked shot or a fast one off the heel of the club will endanger anyone ahead of a player.

(Continued on page 46)

Santa Always Scores With A Golf Bag As A Gift

The new golf bags combine utility, beauty, wearing quality and balance in a way that delights the golfer and the caddie . . . We have the top values in golf bags—in a price range that will interest everyone shopping for golf Christmas gifts . . . We also have other golf luggage—carry-alls, shag bags, etc.

OF COURSE . . . A *Lacoste*



Izod's imported French lisle washable sport shirt, flattering fit, in nine virile colors, always fresh looking, "tru-shape" ribbed collar and cuffs, lengthened "stay-in" shirt tail. Sizes S-M-L-XL-XXL. $8.00

Izod casual imports for sports wear, washable French lisle, tailored fit in five feminine colors, "tru-shape" ribbed collar and cuffs. Sizes 10 to 16. $8.00

FOR COMFORT ON THE COURSE

scot-seat

The Scot-Seat—golf's finest—adds that note of elegance to the restful comfort you expect in a sport seat for golf or spectator sports. Light weight, sturdy aluminum, polished to a mirror finish. Finest tan cowhide. Seat is 15 by 4½ inches. Adjustable height. Fits any golf bag.

$29.25

Develops wrists the natural way

DEVELOPAR

Develop stronger wrists, better wrist action, the easy, natural way. Use the Developar in leisure moments at home; at the club; anywhere. Weighted head on short, steel club shaft with standard golf grip. Developed by Eddie Williams, 3 time winner of PGA Seniors' Championship. Helpful book of practice exercises included. **$12.50**

Gift CHECK LIST

$5 AND UNDER	Belt Club head covers Golf balls Golf club grip Golf glove Score counters	Golf hat or cap Golf hose Golf jewelry Golf shirt Golf shoe trees "Sunday" golf bag	Golfing subscription Practice ball bag Practice golf balls Pro Shop Gift certificate
$5 TO $10	Carry-all bag Club head covers Club protector tubes Golf bag Golf balls	Golf belt Golf club Golf club grips Golf head covers Golf jackets	Golf jewelry Golf rainwear Golf seat cane Putting practice device
$10 TO $15	Approach club Bag cart seat 5-wood Golf bag Golf balls Golf driving mat	Golf jackets Golf luggage Golf shoes Keep-warm undergarment Pitching wedge	Golf shirt Golf umbrella Gift certificate Sweater Training club
$15 TO $20	5-wood Golf bag Golf bag cart Golf seat cane Golf shoes	Golf umbrella Pro Shop gift certificate Sets of two woods Gift certificate	Putter Sandtrap club Slacks Sweater
$20 TO $30	Golf bag Golf bag cart Golf clubs for men and women Golf jackets	Golf shoes Junior clubs Gift certificate Golf seat cane Sweater	6-wood Slacks Special clubs Training club
$30 TO $50	Golf bags Golf shoes Golf cart Golf luggage Iron clubs in sets	Junior sets Pro shop gift certificate Sets of woods for men and women	
$50 TO $75	Golf bag Pro shop gift certificate	Sets of irons for men or women Sets of woods for men or women	
$75 TO 100	Golf bag Pro-only top quality wood club sets	Pro shop gift certificate Set of irons—pro-only quality	
$100 AND OVER	Complete sets of pro-only top quality woods, irons, putter, specialty clubs, bag and headcovers • Pro-only top quality sets of irons for men and women • Pro Shop gift certificate.		

Gift SHOPPING LIST

NAME	GIFT	PRICE

If more convenient — Fill in your list, tear out the page and mail it to me at the address shown on the front cover. Following your ideas as to type of item and amount you want to spend for each I'll prepare a list of my suggestions and submit it to you.

Golf Safety • *Continued from page 42*

When you are in the woods, or when a tree or obstruction is fairly close to you and between you and the target of your shot, play an easy shot safely to position your ball for the next shot.

In that way you'll not only avoid the danger of injury to yourself or others but in 99 cases out of a hundred save yourself a stroke or several.

* * *

The pro or amateur who plays in the hot sun without wearing a hat or cap is taking a thoughtless risk, according to doctors.

* * *

Another thing about wearing a hat or cap to shade the head and eyes is that the shade makes the judgment of distance and of the line of the putt more accurate. The record scores generally are made on the somewhat cloudy days.

* * *

Read the paragraphs about "Protection of Persons Against Lightning on Golf Courses" which appear in the Rules of Golf book. Otherwise you may take perilous and absolutely unnecessary risks.

A Gift Long Remembered

A gift certificate good for six golf lessons will bring better scores as a lasting reminder of your Christmas spirit. Drop into the pro shop, or 'phone us, and we'll tell you about these Christmas gift lessons.

USGA CHAMPIONSHIPS FOR 1956

June 14-16—Men's Open, Oak Hill CC, Rochester, N. Y.

July 7-14—Public Links championship, Harding Park GC, San Francisco. Sectional qualifying June 17-23. Team championship July 7.

July 26-28—Women's Open, Northland CC, Duluth.

Aug. 8-11—Junior championship, Taconic GC, Williams College, Williamstown, Mass. Sectional qualifying July 24.

Aug. 20-25—Senior championship, Somerset CC, St. Paul.

Sept. 10-14—Girls' junior championship, Heather Downs CC, Toledo.

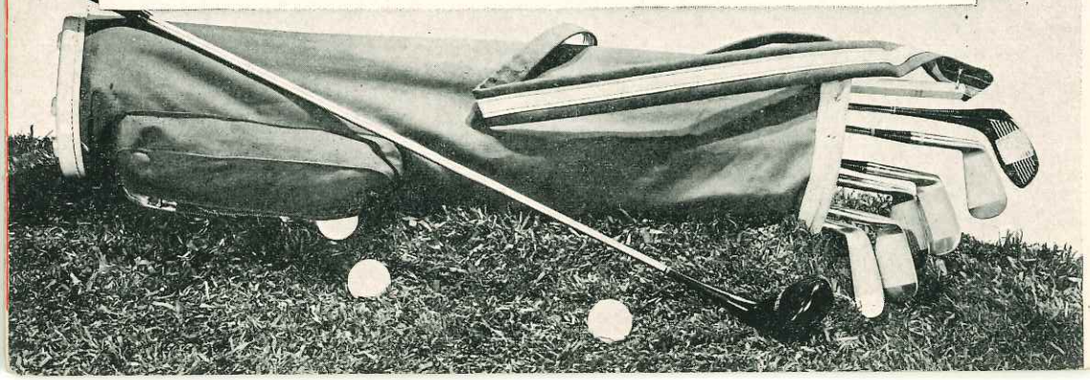
Sept. 10-15—Men's amateur, Knollwood CC, Lake Forest, Ill.

Sept. 17-22—Women's amateur, Meridian Hills, Indianapolis.

junior golf clubs

without grown-up prices

Golf clubs made especially for juniors are gifts that will thrill every youngster—and mean many happy hours of good golf for years after this Christmas . . . Leading manufacturers have worked to our recommendations in the head design, weights, shafts and grips for these junior clubs . . . And the prices of the excellent junior sets are moderate . . . Let us show you these junior clubs and discuss what would best suit the boy or girl who is to get them.



the gift that's different

GIVE A GOLF GIFT CERTIFICATE

Bring this Gift Certificate to the golf shop. We'll fill in the amount you specify. Or, fill it in and mail it direct to the person for whom it's intended. Be sure you fill in the stub on the back of this page (top left corner) and mail it to me promptly at the address shown on the front cover. I need this stub as a record of your certificate to assure its redemption to the proper party in the amount shown on the stub. The other stub is for your own records.

Merry Christmas

MAIL THIS STUB TO PROFESSIONAL

Date_____

Professional:

Please redeem Golf Gift Certificate for

$_____ which I have issued

To:_____

My Name_____

RETAIN THIS STUB FOR YOUR RECORDS

Date_____

I issued Golf Gift Certificate for $_____

To:_____

To be redeemed by:

Pro's name_____

GOLF *Gift* CERTIFICATE

$_____

When presented to:

_____ Professional

_____ Club

Address _____

. . . This Certificate will be applied as payment for Pro Shop merchandise in the amount specified.

Merry Golfing and Happy Scores

A holiday as merry as Christmas and as happy as a bright New Year is our wish to you for every round you play in 1956 . . . Everything to make that wish come true will be the most cheerfully welcomed duty of . .

All of us in Your Pro Shop

Golf is the Gift of a Lifetime

To each new golfer you bring into the game you have made a gift of life-long enjoyment. Youngsters at four already are enjoying the game. Many men and women in their sixties start in the game and make the vitalizing discovery of golf's healthy and companionable delights.

In your Pro Shop are clubs for beginners of all ages . . clubs for boys and girls . . for men and women . . clubs selected by authorities in golf to give the new golfer help and encouragement . . clubs of greatest value for their moderate cost.

Those who start in golf with Pro-Approved equipment will be forever grateful to you for the proper introduction to the nation's biggest and fastest-growing outdoor game.

The Game of a Lifetime